

Downtown Roundtable Roundup

The Tullahoma Pride Committee (TPC) was delighted at the turnout for our first Downtown Roundtable on June 24, 2010. A total of 28 downtown business owners, property owners, merchants, and committee members had a lively discussion of the needs of the Old Downtown area.

For this first meeting, the focus was on the historic Old Downtown area, from W. Moore south to W. Lauderdale, and from the railroad track west to the top of the bluff. Committee Chairperson Rhessa Orr (who also works in Old Downtown) lead the group in contributing the Strengths, Weaknesses, Opportunities, and Threats in the area.



These include:

Strengths

- Railroad
- Centrally located
- History

Weaknesses

- Parking
- Trash
- No cohesive architectural style
- Plain, needs branding
- Need for turn signal at W. Lauderdale/S. Jackson traffic light
- Downtown has changed, not as much activity
- Not a county seat, hard to define what is considered downtown
- Need a coordinating aspect (lighting, banners, etc.), something to promote pedestrian activity
- Need map showing downtown businesses
- Need diversification of businesses

Opportunities

- Downtown grants: TDOT pedestrian grant pending for \$300,000 in improvements on 100 block of W. Lincoln
- Urban forestry grant for trees
- USDA grants for small business loans; city sign grants
- Plans/drawings from prior groups/studies
- Concerts and downtown activities
- Specialty businesses
- Promote more Saturday pedestrian traffic
- Facebook page for Tullahoma Pride or Downtown Tullahoma or both



Newsletter
July 2010

- Tumble U offers business to advertise at its location where parents will wait 2 hours at the gym when child is having lesson. Encourage promotion of other downtown businesses
- Dream Tullahoma plans for branding city Aerospace Center of Excellence with banners and plane statues
- Pride Committee to be added to city website
- Downtown clean-up in July sponsored by Keep Coffee County Beautiful offered by Lynda Welty
- NE Atlantic potential for development
- Festivals to get people downtown: perhaps piggy back off Daddy Billy's Turtle Races and Southern Wheels in Motion Car Show (3rd Saturday in June); Soap Box Derby (1st Saturday in June); or Toy Convoy
- SunDrop and/or George Dickel cook-off
- Tailor something like Gadsden AL monthly First Friday event where they have hot dog vendors, music, and shopping

Threats

- Vandalism
- Vacant buildings deteriorating
- Current economic state, need to promote "Buy Tullahoma"

Other improvements that were suggested:

- Change Lincoln and Grundy to one-way
- Change parking to make sidewalks wider
- Brick streets
- Old-style street signs and lights
- New facades on all businesses
- New sidewalks
- A design commission with some authority
- Weeds and garden control
- Keep trash off the sidewalks
- More women's shops downtown, bring women and they will bring their man
- Move Farmer's Market along the railroad
- Planters for downtown area such as Couch's and Chamber of Commerce

A number of businesses indicated they would be interested in participating in a downtown association of businesses/merchants. This roundtable will hopefully be the start of the revitalization of our downtown district. The TPC would like even more input from our downtown businesses. Please add your comments on the attached questionnaire and return to Tullahoma Pride Committee, City Hall, P.O. Box 807, Tullahoma 37388.

COME TO THE NEXT ROUNDTABLE:
Thursday, August 12, 2010
Tullahoma Events Center

